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Filing date: **09/16/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91195667
Party	Defendant McCord Research, Inc.
Correspondence Address	STEVEN E. BALLARD LEFF LAW FIRM, L.L.P. 222 S. LINN STREET P.O. BOX 2447 IOWA CITY, IA 52244-2447 UNITED STATES ballard@lefflaw.com, erickson@lefflaw.com
Submission	Withdrawal Of Application
Filer's Name	Steven E. Ballard
Filer's e-mail	ballard@lefflaw.com, erickson@lefflaw.com
Signature	/s/ Steven E. Ballard
Date	09/16/2010
Attachments	McCord - Stipulated Motion to Abandon Application - 9-16-10.pdf (2 pages) (69628 bytes)

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board

CBS Studios Inc.,

Opposer,

v.

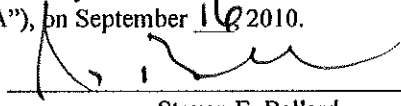
McCord Research, Inc.

Applicant.

Opposition No. 91195667

CERTIFICATE OF TRANSMISSION

I hereby certify that this STIPULATED MOTION TO ABANDON APPLICATION was electronically transmitted to the Trademark Trial and Appeal Board via the Electronic System for Trademark Trials and Appeals ("ESTTA"), on September 16, 2010.



Steven E. Ballard

STIPULATED MOTION TO ABANDON APPLICATION WITH PREJUDICE

UNDER 37 C.F.R. § 2.68 and 37 C.F.R. § 2.135

Applicant McCord Research, Inc. and Opposer CBS Studios Inc. entered into a settlement agreement resolving the disputed issues relating to this Opposition Proceeding. With the written consent of all parties, Applicant McCord Research, Inc. requests express abandonment of U.S. Trademark Application Serial No. 77827355 for LIVE LONG AND PROSPER. The parties jointly move the Trademark Trial and Appeal Board to dismiss this proceeding with prejudice.

STIPULATED and AGREED:

By: 

Steven E. Ballard
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MCCORD RESEARCH, INC.

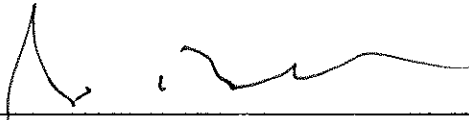
By: 

Mallory Levitt
Vice President & Assistant General Counsel
Intellectual Property
CBS Law
51 West 52nd Street
New York, NY 10019
ATTORNEY FOR OPPOSER
CBS STUDIOS INC.

CERTIFICATE OF SERVICE

I hereby certify that, on the 16 day of September, 2010, a true and correct copy of the foregoing STIPULATED MOTION TO ABANDON APPLICATION was served via email based on the parties' consent to:

Mallory.levitt@cbs.com
Mallory Levitt
Vice President & Assistant General Counsel
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CBS Law
51 West 52nd Street
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Steven E. Ballard

McCord Research – trademark abandonment 091510